

WHAT IS CLAIMED IS:

1. A printer that uses a roll-shaped printing medium formed by winding, into a roll shape, a printing medium including a printing surface on which images are to be printed, a releasably adhered printing portion, and a release portion for holding said adhered printing portion, said printer comprising:

conveying means that conveys said printing medium while pulling out said printing medium by a predetermined amount every time an image is to be printed;

printing means that prints an image with respect to the printing medium conveyed by said conveying means;

half-cutting means that cuts off the printing portion of said printing medium except for said release portion, along the conveying direction of the image printed by said printing means, at the interval corresponding to the dimension of said image in the width direction perpendicular to said conveying direction; and

cutting means that cuts said printing medium along the width direction of the image printed by said printing means, at the positions corresponding to the dimension in the conveying direction of the image.

2. A printer according to Claim 1, wherein said

printing means prints a plurality of the same or mutually different images along said width direction.

3. A printer according to Claim 1, wherein said half-cutting means comprising:

a plurality of cutters that are disposed at a predetermined interval along said width direction and that is vertically movable; and

moving means that vertically moves said cutters independently of each other;

wherein said moving means moves the cutters selected according to the widthwise dimension of the image printed by said printing means, from a first position at which said cutters have been evacuated from said printing medium to a second position at which said cutters are to cut off the printing portion of said printing medium except for said release portion.

4. A printer according to Claim 3, further comprising a rotatably supported pressing roller that presses said printing medium, said pressing roller is disposed on at least one of the upstream side and the downstream side of said plurality of cutters in the conveying direction.

5. A printer according to Claim 1, further comprising

second half-cutting means disposed on the upstream side in the conveying direction of said cutting means, said half-cutting means cutting off the printing portion of said printing medium except for said release portion, along said width direction of the image printed by said printing means, at the positions corresponding to the dimension of the image in said conveying direction.

6. A roll-shaped printing medium formed by winding, into a roll shape, a printing medium used for a printer that prints images on the conveyed printing medium, said roll-shaped printing medium comprising:

- a printing surface on which images are to be printed;
- a printing portion that is releasably adhered; and
- a release portion for holding said adhered printing portion,

wherein said printing portion has been cut off in advance along the conveying direction of the image printed by said printing means, at the interval corresponding to the dimension of said image in the width direction perpendicular to said conveying direction.